


# THE ECO STAR PROGRAM

SUPPORTING ECO-  
INDUSTRIAL DEVELOPMENT  
AT DEVENS, MA




# ECO-INDUSTRIAL DEVELOPMENT AT DEVENS

- Background/history
  - Introducing industrial ecology and clean manufacturing to businesses at Devens
  - Devens now
  - Industrial ecology initiatives
  - EcoStar program
  - Devens in the future?
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# Background/History

- Fort Devens – 1917 – 9000 acres
  - Ayer, Shirley, Harvard, Lancaster
  - Slated for closure – 1991
  - Closed in 1995 – 8000 jobs lost
  - Unemployment rate: 6-9.7%
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# Background/History

- Joint board of selectmen to oversee development
  - Extensive public input in planning process: community survey, community workshops, public hearings
  - 1993 – BSA sponsors charrette focused on sustainability – 5, 25, 100 years
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# Background/History

- Goal for re-use: “development must be sustainable, which means achieving a balance of economic, social and environmental needs, while maintaining and enhancing the natural resource base”







# Background/History

- 1994 – Devens Re-use Plan created 4400 acre Devens enterprise zone
  - Mixed use concept: industrial and residential
  - Protect and enhance ecological resources – 1300 acres open space (recreation)
  - 2 million square ft of buildings for reuse
  - Greenfield sites
  - Federal use of property
  - Environmental business zone
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# Introducing Industrial Ecology to Devens businesses

- Role of Mass Development – “help build communities of the commonwealth by stimulating economic development”
  - Streamlined process – single point of contact for permitting (45-75 days)
  - Role of the Devens Enterprise Commission – ensure Devens Reuse Plan and bylaws are followed
  - The DEC introduces concept of “sustainable Devens”
  - Perception of Devens as new and different
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# What is an eco-industrial park?

- An eco-industrial park is “an industrial system which conserves natural and economic resources; reduces production, material, energy, insurance and treatment costs and liabilities; improves operating efficiency, quality, worker health and public image; and provides opportunities for income generation from use and sale of waste materials”
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# Devens now

- ~75 businesses – over 4000 jobs
  - Manufacturers, distributors, packagers, scientific/technical research
  - Residential community – 50 households
  - Parker school
  - “Sustainable” golf course
  - Environmental business zone
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# Industrial Ecology Initiatives

- Focus beyond environmental business zone – include all Devens businesses and surrounding communities – Ayer
  - Consider Devens as system/community of businesses – look for linkages
  - Capitalize on openness to new ideas
  - EcoStar program
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# Opportunities for Eco-Industrial Networking

- Services - waste management, snow plowing, landscaping
  - Purchasing – joint contracts for paper, safety equipment, etc.
  - Human resources/training (ESL)
  - Transportation
  - Energy
  - Marketing
  - Health and Safety
  - Community
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# EcoStar program

- Program that publicly recognizes Devens and Ayer businesses for environmentally sound practices
  - Currently under development – Steering Committee of representatives from business, environmental, government, education, economic development agencies
  - Businesses must meet 15 environmental standards to become EcoStar achiever (10 required, plus additional 5 of 15)
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# EcoStar program

- Help actualize vision of sustainable development for Devens
  - Strengthen eco-industrial park concept
  - Unifying effort for initiatives – support and focus for information exchange, networking, technical assistance
  - Modeled after Anchorage Green Star program
  - Voluntary, non-regulatory, not prescriptive
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# EcoStar Standards

- Environmental vision/policy statement
  - EcoStar coordinator/employee team
  - Annual P2 assessment and goal setting
  - Employee training
  - Business linkage \*\*\*
  - Involve suppliers, educate customers
  - Share information with community
  - Water conservation, energy efficiency
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# EcoStar Standards

- Green building design
  - Toxics use reduction
  - Materials reuse, recycling
  - Product design, packaging
  - Purchasing
  - Preventive maintenance
  - Ecological landscaping, habitat for wildlife
  - Transportation
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# EcoStar program benefits

- Public recognition for EcoStar achievers
  - Increase information exchange and linkages among Devens businesses and others in region
  - Improved health of employees and community
  - Cost-savings from improved efficiencies within firm
  - Cost-savings from inter-firm cooperation
  - Reduced liability through toxics use reduction
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# EcoStar program

- Kickoff to occur in January 2005
  - Monthly workshops are integral part of program
  - EcoStar achievement process
  - Events to recognize achievers
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# Devens in the Future

- A model of sustainable development with many examples of efforts that have resulted in environmental, economic and community benefits
  - A beacon for green businesses
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